INTENTION TOWARD SOCIAL ENTREPRENEURSHIP, SOME CASES FROM IRAN, TURKEY & INDIA

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ABSTRACT:
Social entrepreneurship has been concentrated as a means to reduce the suffering and concerns of the community, providing the required public utility and compensating for the inability of governments to serve the public, Environment and society in recent years. By serving people, society and government Social entrepreneurs play a constructive role in economic and social development and sustainable track. And for this purpose tendency can be found among researchers to investigate Social entrepreneurs’ features and distinction and its differences with economic and social entrepreneurship. Beside knowing behavioral and personality characteristics of social entrepreneurs and to recognize the distinctions of economic entrepreneurship, recognizing the reasons and motivations of tendency to social entrepreneurs has been considered as an important issue that can be effective in its developing in society. The present study investigates effective factors on decision of social entrepreneurship among social entrepreneur’s deals. At first, by using review of literature and research theoretical principles, Factors affecting entrepreneurial intention has been recognized and then investigation would be done to recognize effective reasons on decision of Social Entrepreneurship in an Iranian and two non-Iranian samples. Iranian sample include Parvin seven clusters. Other samples include Association of Women Entrepreneurs of Turkey and one Indian program titled fundraising for micro-finance program named Milaap. By using review of literature and by finding obtained from interviewing with social entrepreneurs, a conceptual model for social entrepreneurship and validation plan is developed by the researchers of the future.

KEYWORDS: Social Entrepreneurship, conceptual model, Interviews with social entrepreneurs, entrepreneurial motivation, character, background, history

INTRODUCTION
Social entrepreneurship as an activity which combines economic and social values has been the old heritage that has global scope. Global Ashoka effort that has been done by Bill Derayton in 1980 (Ashoka.org), Multiple activities of Gerameen Bank that had been run in 1976 by Muhammad Yunus in 1976 in regard of Poverty alleviation and empowerment to Bangladeshi women (grameen-info.org) the use of art for developing social program by Bill Strickland in 1968 (manchesterguild.org) are the only samples of this phenomenon in modern time. While the phenomenon of entrepreneurship as a tool for economic development attract the attention of many professionals (Zacharakis, 2003), entrepreneurship as a tool for social development in recent years has been attracted by specialists and researchers (Alvord, Brown, & Letts, 2004; Dees and Elias, 1998; Thompson, 2002).

Developing social entrepreneurship as a research field has not been accompanied with the emergence of research in entrepreneurship field. Williams (1999) has announced that Interest in the study of social entrepreneurship as a field of study on the determinants of entrepreneurship through faith community leaders in the twenty-first century. Moreover, it has been observed that the development of research in the field of social entrepreneurship is rooted in the interests of the elite to this concept. In recent years a large number of businesses enormous resources devoted to social development activities.
For example, Jeff Bezos eBay founder has established a foundation and allocated £ 4.4 million was allocated to create a center for social entrepreneurship research (skollfoundation.org). Jeff Bezos Amazon founder has informed a million-dollar bonus allocated for the development of effective solutions to improve the community (amazon.com).

Social entrepreneurship is a relatively new phenomenon in social science research and entrepreneurship and because of this, researchers’ early attempts in this field was to introduce social entrepreneurship and showing distinction of social entrepreneurship differentiation of economic entrepreneurship. Therefore, in recent years, various definitions of social entrepreneurship and social entrepreneurship provided that some of them have been discussed below.

Table 1- different presented definitions in relation with social entrepreneurship by different scholars

<table>
<thead>
<tr>
<th>Presented definitions</th>
<th>Research/ researchers’ names</th>
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<tbody>
<tr>
<td>Social entrepreneurial make urgent solution for urgent social issues and And ideas, opportunities and capabilities for social mobilization to make lasting changes</td>
<td>Alvord, Brown, &amp; (2004) Letts</td>
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<tr>
<td>Social Entrepreneurship professional approach, innovative and sustainable regulatory changes that will fill gaps in the market mechanism and creates social opportunities</td>
<td>Sid Business School (2005)</td>
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<td>Social entrepreneurship is a multidimensional construct that attempts to use the character and behavior of economic entrepreneurs to achieve social goals</td>
<td>Mort, Weerawardena, &amp; Carnegie (2002)</td>
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<td>Social entrepreneurs are people with innovative ideas to solve social problems and to attain this will not wash</td>
<td>Bornstein (2004)</td>
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<td>Social entrepreneur is someone who benefit from the lack of balance in society, but in trying to bring this imbalance to balance and harmony.</td>
<td>Boschee (1998)</td>
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<td>- Social entrepreneurs with a view to implementing agent of social change will be in the following roles:</td>
<td>Dees (1998)</td>
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<td>- Create a mission to create and sustain social value</td>
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<td>- Understanding and tireless pursuit of opportunities to serve missions</td>
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<td>- involving in continuous, innovative learning process</td>
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<td>- Significant action regardless of resource constraints</td>
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<td>- High sense of responsibility to service recipients and beneficiaries of their activities</td>
<td>Thompson, Alvy, &amp; Lees</td>
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<td>- Social entrepreneurs are people who are looking for opportunities to meet a multitude of needs, the needs of the public welfare system cannot satisfy. They rallied all resources, people and all facilities together in order to serve community.</td>
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Other definitions have been presented by other researchers for social entrepreneurship but since the purpose of this research is not presenting definitions for entrepreneurship, presenting some of these definitions will be enough. And we will concentrate on the main purpose of this research which is examination of effective factors on decisions of entrepreneurship by using review of literature and the findings obtained from interviewing with social Entrepreneurs.
The first phase of research: introduction and interview with social entrepreneurs

BC micro-finance for small entrepreneurs in India

Introduction: Milaap online platform a fund based in Bangalore, India, that its building board is located in Singapore. Milaap claims to be the world's first online lending platform that Hindi and non-resident Indian (NRI) are able to get a loan (1). Milaap claims to be able to collect donations from around the world and destroys their and partners’ underlying needs to borrow from banks. Milaap and its partners (NGOs and MFIs) and responsible to facilitate online loans from lenders to borrowers and grant loans from the collected funds to the borrowers with interest rate of 12%-18%. (2). (50% lower than standard interest rates for micro-finance in India) after repayment of the loan, Milaap returns it to lenders and they can lend to other borrowers. In January 2012, Milaap provide 200 thousand dollar from four financial foundations which are First light Ventures, Yunus Social Business Fund, Unitus Seed Fund.

Lending ways: Milaap make a list of all borrowers who are looking for loans with their reasons of needs and the way of paying back in each borrower’s profile that lenders can choose and for any project they like finance. After repayment of the loan, the lender can re-lend it to someone else.

Foundation: Milaap was established in 2010 by Sourabh Sharma, Anoj Viswanathan and Mayukh Choudhury. Anoj Viswanathan the main founder of this platform get inspiration from selling a ten-dollar lantern to a tribe (3). The main motto of the founders of Milaap is: "lend little but created dramatic".

Second case: Women Entrepreneurs Association of Turkey

Introduction: in order to empower Turkish women to better and more active participation in society, 38 successful entrepreneurs women take action to found for developing and social and economic empowerment and run ‘Women Entrepreneurs Association in Turkey.’

They have defined their perspective like this "Build a world where women are free, and will play an important role in decision-making." The group's mission statement is written on the website of the species: "The growth of entrepreneurship among women with the aim of strengthening the economic and social situation.

Fields of activity: The main activities of the Forum focused on women's entrepreneurship and leadership skills (1). Until now, the association has investigated and evaluated more than 5,000 business plans for entrepreneurial Turkish women and train skills to 1300 women. But this association beside other training workshops and conferences, have other programs with more focus on social aspect of women status.

Among these activities, the following program can be followed: Information and awareness campaigns in the area of equal employment opportunities for women, familiarity with women's rights, Projects empowering rural women through the production of local products, grant to support projects and women's empowerment, and effort for negotiate and influencing on Turkey government and European Union for strengthening women role in future Turkish society.

During one decade activity, this association can present itself –at national and international level- a known and trustable figure and use the recapitalization of financial institutions like the World Bank and the International Finance Corporation international. (2) In this section we briefly reviewed a project Women Entrepreneurs Association of Turkey in collaboration with the World Bank focusing on "gender equality at work": “Model of gender equality is (3) "One of the World
Bank programs to encourage gender equality in the private sector industry. The program aims to eliminate sexual harassment of women in the workplace and eliminate discriminatory policies against women in employment and their professional development. For example, questions such as "Are you married?" Or "Do you plan to have children?" Should not be asked in job interviews and if a company in your job interview raises such questions as these questions as a function of gender equality is not an expression of discrimination against women.

In 2010, Women Entrepreneurs Association of Turkey decided to implement this project in Turkey and with the help of the World Bank to create a "model of gender equality in Turkey". Turkish model of gender equality was made by this forum, and focus on the "equal opportunities in the workplace" for women. The project officially started in July 2011 and at the beginning of this project, the head of the World Bank, along with the directors of 11 companies participated at the opening of the Turkish private sector.

The main purpose of this project is helping the private sector to focus on key elements for promoting gender equality in the workplace and society. The project draws equality of women with men in employment opportunities and salaries has been promoted and overall follow labor productivity of women in the Turkey business.

Based on performances at the World Bank, the Women Entrepreneurs Association of Turkey set criteria for testing the equality of women and men in the organizations participating in the project. The criteria that have been set in consultation with experts and the World Bank are as the following:
1. Director’s announcement and commitment to the Equal Opportunities
2. Compliance with equal opportunity in the selection process and recruitment
3. Equal access to training staff and improving personal activities
4. Equality promotion staff as well as opportunities for professional development
5. Supportive policies for employees having children
6. Paying attention to Complaints of sexual harassment in the workplace
7. The language used in communications and advertising

Participating organizations for certification must evaluate themselves in order to identify their cultural barriers and gender discrimination within their organizations. Then an action plan should be designed and implemented to eliminate the obstacles and problems. After the company announced its preparedness, inspected and evaluated by an independent audit organization and for compliance with the criteria for certification result will be announced on the forum. And the association "gender equality certification" will be awarded to the company. Participate in the project is voluntarily.

With donation certificates gender equality, those private sector companies that promote equality between women and men in business will be encouraged and supported. In the first phase of the project with the aim of identifying organizations to participate in the pilot phase (pilot) and is able to be run in the larger private companies. And now with the help of the Turkish Ministry of labour has also been expanded to public sector. Society tries in three years, 300 Turkish and international companies in Turkey achieve the gender equality.
Third case: Parvin seven Cluster Company

Introduction: The project is aimed at "home business", helping to conceive the ideas of young people, to encourage creativity and strengthen production quality has been established. Its mission is to design and manufacture innovative products that will beautify the spaces inside and outside the house.

Now Parvin seven cluster company support 20 families through the production of creative ideas, more families and individuals are covered by the project Immigrants who immigrate to Tehran from small cities and towns and look for jobs. Seven cluster company first provide necessary trainings for making the vases and then provide them with the necessary materials to do their own in-house production. A few of these products like vases have been welcomed a lot and have been sold substantially in a way that some of those employing in this company earned a lot. First a group of residents in nearby villages were collaborated and then they introduce other workers who were their relatives and acquaintances. All of the people are very poor. We wanted our activities in the form of entrepreneurship "social" do (the company's founder, 18 Persian date Mehr 1394).

Founder: Mehdi Poolaki Tabar born in 1350 and graduated in computer engineer from industrial university of Isfahan. He had a long experience in selling and distributing and has been worked in large manufacturing companies in sale and distribution section for 11 years. He was born in poor family, after different periods of entrepreneurship, registered his first social entrepreneurship project with the company name "seven Pleiades idea" in 1388 AD.

The environment and activity:

The education and empowerment of rural women, helping rural women to produce their products via the earned education and helping them to sell their products.

Review literature and predictor variables of decision of social entrepreneurship
As mentioned at the beginning of the article, despite an abundance of researches in the field of economic entrepreneurship and effective factors on economic entrepreneurship intention, in the field of social entrepreneurship and particularly in the field of examine the predictor factors of social entrepreneurship intention, we do not observe the richness of the research. Rare researches in this field in our country is because the novelty the field of entrepreneurship and in particular social entrepreneurship. The following study literature in the field of social entrepreneurship intention review and predictor variables will be recognized.

A. social entrepreneurs Features and specific skills
Thomson et al. (2000) have suggested that the insight and perspective is one of the most essential behaviors to establish a social business. Drayton (2002) defines social entrepreneurs as creative individuals the idea of "new, empowered and changing the system" have (p. 123). Other social entrepreneurs’ features include the ability to identify opportunity, Cooperative leadership style, long-term Community-based incentive and the ability to teamwork have been mentioned (Morse & Dudley, 2002). Other researchers such as Boschee (1998), purity, affection, and purpose clarity, commitment, courage, Central value, customer orientation, enthusiasm for planning,, thinking
power like a business, Strategy, and flexibility as the most fundamental motivating factors of social entrepreneurship have introduced.

As can be seen, the features listed for social entrepreneurs can exist in non-entrepreneur.

So must be some specific features of social entrepreneurs obtained from mentioned cases that in the following will be presented a clearer image discussion.

B. Social Entrepreneurs Specific behaviors

Several behavioral features have been attributed to social entrepreneurs, including: the courage to Accept criticism from the community, less failure anxiety, Understand the others feelings, effective communication ability, the ability to others trust, creativity, goal-oriented and high-working capacity (McLeod, 1997; Prabhu, 1999). As can be seen all the above features can be attributed to economic entrepreneurs except one feature that is the same ability to understand the feelings of others, or feel sympathy.

C. Background, context and its impact on social entrepreneurship

In addition to the features and behaviors, as well as underlying factors in the formation of social entrepreneurship intention in people have a positive effect (Bird, 1988). People’s background and its background that they have been living with its is one of Factors stimulating the understanding of utility of social entrepreneurship in people (Prabhu, 1999). In this study Institute CEO of entrepreneur Parseh In interview replied "I grew up in an environment that saw Qashqai women's lives and closely with Pain and suffering and their capabilities was familiar ".

History of social entrepreneurship activity or social is one of the most important factors in explaining social entrepreneurial behavior because of Increases entrepreneurs understand from the ease of doing other social other social activity. The social environment in which entrepreneurs work in it not only is causes identifying social opportunities but also to conscience stimulate and altruistic people motivation, it does tend to entrepreneurship. As Frank night said entrepreneurs during a personal judgments, Interpreted Positions to opportunity, but in the social context can be this judgment know a kind of moral judgment (Cumunian & Gielen, 1995).

Discussion and conclusion:

In entrepreneurship studies several factors as determining factors in social entrepreneurship have been listed. Successful social entrepreneurs also defined and interpreted these activities from the perspective of different perspectives. Another studies also have paid examination the Aspects of distinction and difference of social entrepreneurship with economic entrepreneurship. Despite the abundance of research in the field of differences and characteristics, social entrepreneurship research modeling this behavior has been so little research attention can be noted that only few cases can be mentioned.

In this study tried that social entrepreneurship based on its predictor factors was modeled. For this purpose, Using the literature review and interviews with entrepreneurs, predictors factors of social entrepreneurship intention recognized and then based on them a model presented to predict of social entrepreneurship intention.

The proposed model is important that have both the theoretical context and have experimental context. According to the proposed model based on theoretical foundations, should be in statistical population proportional (example humanitarian activities volunteers, environmental, etc.) test in order to evaluate its predictive capabilities and its technical features. So, part of the proposal for future studies can examine the technical credibility and predictability the model presented is in this study. Another part of future studies could compare the predictable the proposed model in
study with other models in several studies. Also examine the other factors and predictor variables of social entrepreneurship intention can be the field of focus of further research.

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